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Substitute for Form 1449/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number	10/728.663
				Filing Date	December 4, 2003
				First Named Inventor:	Sean Patrick Nolan
				Art Unit	3627
				Examiner Name	Haider, Fawaad
Sheet	2	of	2	Attorney Docket Number	4444.P008

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
		SCEATS, Mark, "Keyword Research – Picking The Right Keywords," http://www.viz.co.nz/search-engine-keywords.htm , 10/6/2003	
		"Search Engine Marketing Budes and ROI," http://www.viz.co.nz/budgets-ROI.htm , 10/6/2003	
		SCEVAK, Niki, "How The Search Engine Built Trust With Advertisers," http://www.searchutilities.com/news/archive/30/1326.html , 1/7/2002	
		BLOCH, Michael, "Search Engines – Pay per View advertising," http://www.twsc.co.za/0202.php , 10/6/2003	
		"Search Engine Marketing Services," http://www.viz.co.nz/SEM-services.htm , 10/6/2003	
		"Search Engine Marketing Strategy," http://www.viz.co.nz/viz-approach.htm , 10/6/2003	
		SCEATS, Mark, "Web Site Traffic Analysis," http://www.viz.co.nz/traffic-monitoring.htm , 10/6/2003	
		SCEATS, Mark, "Search Engine Pay for Inclusion Fees," http://www.viz.co.nz/search-engine-fees.htm , 10/6/2003	
		SCEATS, Mark, "PPC Pay per Click Advertising," http://www.viz.co.nz/pay-per-click.htm , 10/6/2003	
		"Coremetrics Technology," http://www.coremetrics.com/technology/index.html?referringurl=http:%3A/www.coremetri... , 10/6/2003	
		"Coremetrics Unveils Marketing Management Center to Automatically Detect Measure and Compare Performance of All Online Marketing Programs," http://www.coremetrics.com/news/media/pr02_11_18_management.html , 10/6/2003	

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